

Date: 9/28/11  
Submitted in HCED Committee  
Council File No: 10-1901  
Item No.: 6  
~~Deputy~~ Communication from the Public

September 28, 2011

**LOS ANGELES BUSINESSOURCE CENTER (LABSC)**  
**RFP BID RECOMMENDATION APPEAL**

Prepared for:  
City of Los Angeles Housing, Community and  
Economic Development Committee Member  
**COUNCILMEMBER TONY CARDENAS**

Submitted By:  
Barrio Planners Incorporated  
5271 East Beverly Boulevard  
Los Angeles California 90022  
Phone (323) 726-7734 Ext. 14

**BARRIO PLANNERS INCORPORATED**  
**BARRIO PLANNERS INCORPORATED**  
**BARRIO PLANNERS INCORPORATED**



September 28, 2011

Councilman Tony Cardenas  
Sixth District, City of Los Angeles  
200 N. Spring Street, Suite 455  
Los Angeles, CA 90012

Councilman Tony Cardenas, Chairman of the Housing, Community and Economic Development Committee:

Barrio Planners Incorporated (BPI) respectfully requests your support in overturning the decision by the Community Development Department Commission in recommending the recently released Los Angeles Business Source Center (LABSC) contract in the Eastside Region to a competing agency. Over the last 12 years, BPI has provided high quality Small Business services to the East/Northeast Los Angeles area under the Los Angeles Business Assistance Program (LABAP). This area is where we have worked closely with and have had the support of local small business organizations for over forty years. Our appeal is based on substantiated evidence that the Community Development Department staff erred in judgment by allowing late proposals by Pacific Asian Consortium in Employment (PACE) to be reviewed, scored, and awarded.

The documentation which we submitted to the commission and which we are now submitting to you as evidence, states clearly that PACE was late on two of their three submitted proposals. Although, two other agencies submitted late proposals they were turned down as late, yet the PACE proposals were allowed to be reviewed. (Please see attachments)

The competing agency PACE, submitted (3) three proposals to service 3 different regions, one being the eastside region; based on the attached evidence, the first proposal was for the central area which is where their main offices are located. This proposal was submitted on time at 4:47 p.m. and was scored 98 points. However, the second and third proposals, one being for the competing Eastside Region which we are appealing, was submitted late per the proposal submittal log sheet time stamps of 5:01 and 5:11. Barrio Planners submitted our competing proposal for the Eastside region at 4:55 p.m., the last proposal based on submittal log (please see attachment for evidence). This proposal was scored at 96 points.

**BARRIO PLANNERS INCORPORATED**  
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**BARRIO PLANNERS INCORPORATED**  
5271 east beverly boulevard los angeles, calif. 90022 323 726 7734

To substantiate this we are submitting copies of the sign-in sheet and the time stamp sheets submitted at the 6<sup>th</sup> floor desk on the due date.

We are also submitting the scores of all respondents prepared by CDD. To add insult to injury, PACE received a perfect score of 100 in the Eastside Region. This score is two points greater than the one they received for the central area in which they are located and service. In other words they scored a perfect score for an area they currently do not service and a lower score for an area they service now.

Barrio Planners is located in the Eastside and has a satellite office in Lincoln Heights. We have a trilingual staff and a track record of delivery that out performs PACE over the last four and a half years.

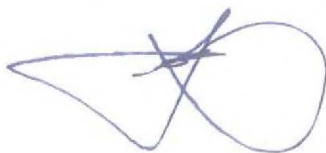
Councilman Cardenas we entered the appeal at the CDD Commission with evidence which should have disqualified PACE on the Eastside Proposal. However, CDD staff convinced the Commission that it was ok to allow PACE to be late, but they didn't allow the other two agencies the same leniency. By doing this they taint the process and clearly demonstrate favoritism and have unfairly hidden the truth from the panel.

We request that you review all the evidence and disallow PACE's proposal and recommend Barrio Planners be awarded the Eastside contract for the Los Angeles Business Source Center.

If you have any additional questions, please do not hesitate to contact Ruben Sanchez, Program Manager at (323) 726-7734 Ext. 14 or via email at [ruben@ebac-bpi.org](mailto:ruben@ebac-bpi.org).

Thank you for your time and attention.

Respectfully,

A handwritten signature in blue ink, appearing to read 'Frank Villalobos', with a stylized flourish at the end.

Frank Villalobos  
President

**BARRIO PLANNERS INCORPORATED**  
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5271 east beverly boulevard los angeles, calif. 90022 323 726 7734



September 28, 2011

**Executive Board –  
2011-2012**

**President**

Cesar Armendáriz  
*University of  
Southern California*

**Vice President**

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*Ellis Paints*

**Treasurer**

Hector Hernandez  
*Paramount Mattress*

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*SCE Federal Credit Union*

**Advisor**

Ralph Carmona  
*Barrio Planners*

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Communications*

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*Excide Technologies*

Zulema Velazquez  
*State Farm Insurance*

The Honorable Tony Cardenas  
Councilmember, Sixth District  
City of Los Angeles  
200 N. Spring Street, Suite 455  
Los Angeles, California 90012

RE: Letter of Support for the Barrio Planners appeal regarding CDD  
recommendation for the Eastside Provider of the Los Angeles Business  
Source Center (LABSC)

Dear Councilmember Cardenas,

I am writing this letter on behalf of the Boyle Heights Chamber of Commerce Board of Directors, in support of Barrio Planners Inc. in their challenge of the decision to allow another agency to perform business services to the community of Boyle Heights. The BHCC is questioning the validity of the selection process and has been briefed on all the circumstances leading up to today.

The Boyle Heights Chamber of Commerce (BHCC) has enjoyed a long and fruitful, mutually beneficial relationship with Barrio Planners through the Eastside Business Assistance Center (EBAC). The BHCC and Barrio Planners Inc. has a formal Memorandum of Understanding (MOU) in which it is agreed that EBAC will provide cross referral to our membership and we will in turn partner in developing critical business related activities to area small businesses. The chamber has specifically partnered with BPI because they have tremendous in-house capacity and a dedicated staff of experienced professionals able to provide expertise in all areas concerned with community development and technical business assistance services.

The BHCC is an all-volunteer board of individuals working for the good of the entire Boyle Heights Community; these activities take place in addition to ownership and management roles at the various local companies and organizations represented on the board. This is where the consistent and expert assistance to our organization, and to all small businesses in our area, provided by EBAC, has been so critical to our success. In collaboration with Barrio Planners and EBAC, the BHCC has brought about large scale business expos, smaller focused workshops, marketing services, cross referrals, and other vital educational forums and activities. This formal arrangement between the chamber and BPI through EBAC offers strength in reaching out to so many small business enterprises that really need the help to survive and grow for the long term, especially in this current economy. This mutually beneficial relationship has given hours and hours of much needed business support services through the years.

September 28, 2011  
The Honorable Tony Cardenas  
Page 2

I strongly urge the Council Committee on Housing and Community Development to step in and provide the leadership needed in overturning this egregious misstep in the process. As President of the BHCC, and on behalf of its Board of Directors, I am aware of what took place in the selection process and stand in total support of the appeal brought by Barrio Planners to correct the selection process so that it is fair and unbiased.

Thank you for your consideration of this request, and if you would like to reach me for further elaboration on my statements, please contact me at (323) 442-3571.

Sincerely,

A handwritten signature in blue ink, appearing to read "Cesar Armendariz".

Cesar Armendariz, President  
Boyle Heights Chamber of Commerce



*"Unity Builds the Community"*

## LINCOLN HEIGHTS CHAMBER OF COMMERCE

INCORPORATED

### OFFICERS 2011

**President** - Steve Kasten  
*Steven Kasten Properties*  
**Vice President** - Eva Castillo  
*Community Representative*  
**Vice President** - Martin Espadas  
*Espadas Inc.*  
**Treasurer** - William Aparicio  
*William Aparicio Tax Preparation, Inc.*  
**Secretary** - Vivian Villaseñor  
*Vivian's Draperies*  
**Past President** - Richard Macias  
*Law Office of Richard Macias & Associates*

### **BOARD OF DIRECTORS:**

Eva Aguirre  
*District Building Maintenance*  
Dr. Vince Carbino  
*Wilson-Lincoln Community Adult School*  
Sampson Chan  
*Yat Corporation*  
Narciso Espinoza  
*Socorro / Cri-Help*  
Irene Holguin  
*rrroyo Vista Family Health Center*  
Mario Marrufo  
*Steven Kasten Realty, Inc.*  
Irene Martinez  
*Fiesta Educativa, Inc.*  
Larry Martinez  
*U. S. Post Office*  
David Miranda  
*Daly Auto Parts*  
Vera Padilla  
*Educator (Retired)*  
George Pantazis  
*Dino's Burgers*  
Helen Romero Shaw  
*Southern California Gas Company*  
Jesse Rosas  
*North East Business Association*  
Vince Rosiles  
*R & S Litho*  
Mark Vasquez  
*Bank of America*  
Frank Villalobos  
*Barrio Planners, Inc.*

### **ADVISORS:**

**FIELD DEPUTY**  
Marisol Salguero  
*Council District 1 Office*  
**SENIOR LEAD OFFICER**  
Austin Fernald  
*Los Angeles Police Department*  
**LIFE TIME MEMBER**  
Lillian Chavez  
**SIDEWALK SALE FOUNDER**  
Hortensia Fuentes

September 28, 2011

**Councilman Tony Cardenas**  
**Sixth District, City of Los Angeles**  
**200 N. Spring Street, Suite 455**  
**Los Angeles, CA 90012**

**Councilman Tony Cardenas, Chairman of the Housing, Community and Economic Development Committee (HCED):**

As President of the Lincoln Heights Chamber of Commerce (LHCC), I've had the pleasure of working with Barrio Planners, Inc. (BPI) over the last 40 years. Over this period, Barrio Planners has maintained a well earned reputation in the Lincoln Heights community as an effective and trusted organization that provides consistent quality and invaluable planning, architecture, and economic development services to the community. From overseeing façade improvement projects to economic development efforts, Barrio Planners has held a close bond with the residential and business community of Lincoln Heights. In addition to this close bond, Barrio Planners and the Lincoln Heights Chamber of Commerce share a long standing Memorandum of Understanding (MOU) for client cross referrals.

When I was first informed of the Community Development Departments recommendation to select PACE as the Los Angeles Business Source Center (LABSC) Eastside service provider, I was surprised by this outcome. Given the LABSC RFP requirements of community presence, strong experience and service delivery capabilities, it was to my surprise that I learned Barrio Planners, Inc. was not recommended to be the lead agency. This sentiment is based on BPI's historic performance administering the LABAP program and over 40 years of planning and economic development experience providing services to the Lincoln Heights community.



*"Unity Builds the Community"*

## LINCOLN HEIGHTS CHAMBER OF COMMERCE

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*Steven Kasten Properties*  
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*Community Representative*  
**Vice President** - Martin Espadas  
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*royo Vista Family Health Center*  
Mario Marrufo  
*Steven Kasten Realty, Inc.*  
Irene Martinez  
*Fiesta Educativa, Inc.*  
Larry Martinez  
*U. S. Post Office*  
David Miranda  
*Daly Auto Parts*  
Vera Padilla  
*Educator (Retired)*  
George Pantazis  
*Dino's Burgers*  
Helen Romero Shaw  
*Southern California Gas Company*  
Jesse Rosas  
*North East Business Association*  
Vince Rosiles  
*R & S Litho*  
Mark Vasquez  
*Bank of America*  
Frank Villalobos  
*Barrio Planners, Inc.*

### ADVISORS:

#### FIELD DEPUTY

Marisol Salguero  
*Council District 1 Office*

#### SENIOR LEAD OFFICER

Austin Fernald  
*Los Angeles Police Department*

#### LIFE TIME MEMBER

Lillian Chavez

#### SIDEWALK SALE FOUNDER

Hortensia Fuentes

It was further brought to my attention that Barrio Planners was actually the only agency proposing for the Eastside who submitted their proposal on time, as indicated in the LABSC RFP requirements. Based on supporting data provided by Barrio Planners, which includes: log submittal sheets, time stamp receipts, and CDD recommendations; it was clear to me that the Community Development Department was flawed in not holding proposing agencies up to LABSC RFP requirements. In my personal opinion, this not only makes the whole RFP process uncompetitive, but brings in to questions the fairness and legal standing of the departments own processes and procedures for fairness and open competitiveness.

I request that you review all the evidence and disallow PACE's proposal and recommend Barrio Planners be awarded the Eastside contract for the new Los Angeles Business Source Center.

If you have any additional questions, please do not hesitate to contact me at (323) 222-3489 or via email at [stevekasten@att.net](mailto:stevekasten@att.net)

Thank you for your time and attention.

Respectfully,

Steve Kasten

President





**CITY OF LOS ANGELES  
COMMUNITY DEVELOPMENT DEPARTMENT  
PLANNING, RESEARCH & EVALUATION DIVISION**

**Request for Proposals (RFP)  
for  
City of Los Angeles BusinessSource Center System**

<b>Issue Date</b>	<b>Friday, April 8, 2011</b>
<b>RFP Submission Deadline</b>	<b>Friday, May 20, 2011</b> RFP Proposals shall be accepted solely by hand-delivery or by courier no later than 5:00 p.m. PDT. Any other form of delivery will be rejected.
<b>Term of Anticipated Contracts</b>	<b>October 1, 2011 – March 31, 2012</b>
<b>Submission Address</b>	City of Los Angeles – Community Dev. Dept. Planning, Research, and Evaluation 1200 W. 7 <sup>th</sup> Street, 6 <sup>th</sup> floor Los Angeles, CA 90017 Attention: Manuel Chavez Assistant General Manager
<b>Proposers' Conference</b>	<b>April 26, 2011</b> (Refer to page 13 for location and time)
<b>Request for Technical Assistance</b>	To be submitted via e-mail only: E-mail: <a href="mailto:cdd.planning@lacity.org">cdd.planning@lacity.org</a>  Deadline to submit questions: May 6, 2011  All questions and answers available at: <a href="http://www.cdd.lacity.org/home_bidsrfp.html">www.cdd.lacity.org/home_bidsrfp.html</a>

As a covered entity under Subtitle A of Title II of the Americans with Disability Act, Pub. L. 101-336, The City of Los Angeles does not discriminate on the basis of disability and, upon request, will provide reasonable accommodation to ensure equal access to its program, services, and activities. To ensure availability, your request should be received at least 72 hours in advance of need.

For more information on the City of Los Angeles, visit [www.lacity.org](http://www.lacity.org).

For more information about Community Development Department (CDD) and its programs, visit <http://cdd.lacity.org>.

communicate their request via the CDD's TTY/TDD telephone number at (213) 744 9395.

Date	Location	Time
Tuesday April 26, 2011	CDD, Garland Building (6 <sup>th</sup> Floor) 1200 West 7 <sup>th</sup> St., L.A. CA 90017	9:00 a.m. – 11:00 a.m.

### G. Technical Assistance

Technical assistance will be available from City staff on questions regarding requirements of the RFP. Such assistance is intended to further explain the City's requirements and expectations to aid in proposal submission. No assistance will be provided on a proposer's program design; nor will proposer's responses to RFP issues be reviewed or evaluated prior to the close of the RFP process.

Technical assistance questions may be submitted via e-mail. See the RFP cover page for appropriate e-mail address. **Deadline to submit questions: Friday, May 6, 2011.**

To ensure fair and consistent distribution of information, all questions will be answered by a Question-and-Answer (Q&A) document available on the CDD website at [http://cdd.lacity/home\\_bidsrfp.html](http://cdd.lacity/home_bidsrfp.html). No individual answers will be given. The Q&A document will be updated on a regular basis to ensure the prompt delivery of information.

Technical assistance questions will also be addressed at the Proposer's Conference. Though attendance is not mandatory, all prospective proposers are strongly encouraged to attend the session.

### H. Deadline for Submission of Proposals

Applicants must submit one (1) original and five (5) complete copies of the proposal. No copies will be made at the CDD or by Department staff. The proposal designated as original must be marked "ORIGINAL" on the cover form and must bear the actual "wet" signature of the person(s) authorized to sign the proposal. A cover letter accompanying the proposal must be addressed to:

Manuel Chavez, Assistant General Manager  
Community Development Department  
1200 W. 7th Street, 6th Floor  
Los Angeles, CA 90017

The proposal must be hand or courier delivered in a sealed package by 5:00 p.m. PDT on the day identified on the front of this RFP to:

Community Development Department  
Planning, Research, and Evaluation Division

1200 W. 7th Street, 6th Floor  
Los Angeles, CA 90017

Proposals submitted via U.S. Postal Service, fax or e-mail will not be accepted. The person who delivers the proposal package will be issued a "Notice of Receipt of Proposal." The submitted proposal will be time and date stamped.

Timely submission of proposals is the sole responsibility of the applicant. All proposals submitted after the specified date and time are considered late and not eligible for funding. **Late proposals will not be reviewed.** Agencies are encouraged to submit their proposals well in advance of the deadline to ensure that unforeseen circumstances do not jeopardize submission.

#### **I. Proposal Review Process**

The proposal review process shall include the following major activities to ensure that the procurement meets audit standards:

1. All proposals shall be reviewed to determine that the minimum eligibility requirements have been met. Ineligible proposers will be informed in writing.
2. All eligible proposals shall be reviewed, scored, and ranked.
3. All eligible proposals shall be reviewed for costs that are reasonable, allowable, necessary, and competitive, as measured by a review of the line-item budget, the project design, and its competitive standing as compared to all other proposals.
4. At the City's sole discretion, oral interviews may be held with qualifying proposers.
5. Proposers shall be notified in writing about funding recommendations.
6. Proposers may be given up to an additional five (5) points for leveraging direct funding.

#### **J. Proposal Appeal Process**

##### **1. Appeal Rights**

The City shall notify in writing all applicants of their right to file an appeal. Organizations submitting responses to the Request for Proposals issued by the Department may appeal the results of the proposal review process.

##### **2. Letter of Appeals**

Appellant shall file a written appeal in accordance with the deadline described in the City's Notice. The deadline for submission shall be five business days after

**LOG & TIME STAMPS**

PROPOSAL SUBMISSION LOG  
 FOR BusinessSource PROGRAM  
 PROPOSAL DEADLINE: 5:00 P.M., FRIDAY, May 20, 2011

LOG #	DATE	AGENCY NAME	CONTACT PERSON	TITLE	ADDRESS	TELEPHONE	FAX	EMAIL
12	5/20/11	Barrio planners, Inc	Ruben Sanchez Frank Villalobos	Manager President	5271 E. Beverly Blvd LA, CA 90022	(323) 726-7734	(323) 721-7974	ruben@barrio-planners.org
13	5/24/11	PACE	NICOLE D. NATHANIEL SOKHOM	DIRECTOR	1055 WILSHIRE BLVD #90013 LA CA 90017	(213) 989-3265	(213) 353-4665	nsokhom@paceca.org
14	5/24/11	MCS	Ivonne	Program Mgr	3333 Wilshire L.A., CA 90010	(213) 355-5313		ivonne@mcshab.com
15	5/24/11	PACE	NATHANIEL SOKHOM	DIRECTOR	1055 WILSHIRE BLVD #90013 LA CA 90017	(213) 989-3265	(213) 353-4665	nathaniel@paceca.org
16	5/20/11	LACC LACCD	Alex Davis	Dean Economic work force	855 N. Vermont Ave LA - CA 90029	(323) 953-4000 ext 2587	(323) 953-4013	davisaa@lacitycollege.edu

LATE  
↓

in @ 5:01

in @ 5:11

NOT SAME  
NOT SAME

PLEASE SEE  
DATE AND TIME  
STAMPED SIGN  
IN SHEETS.

PROPOSAL SUBMISSION LOG  
 FOR BusinessSource PROGRAM  
 PROPOSAL DEADLINE: 5:00 P.M., FRIDAY, May 20, 2011

Original

LOG #	DATE	AGENCY NAME	CONTACT PERSON	TITLE	ADDRESS	TELEPHONE	FAX	EMAIL
1	5/19/11	LTSC CDC API SMALL BUS. PROGRAM	RON FONG	APCSBP DIRECTOR	231 E. 3RD ST. G-106 L.A. CA 90013	(613)473- 1603	(213)473 8031	rfong@ltsc. org
2	5/20/11	L.A. HARBOR COLLEGE	JOHN SPARKS	GRANT WRITER	1111 FIGUEROA PLACE WILMINGTON, CA 90744	310-233- 4449	310-233- 4661	SPARKSJO@LAHC.EDU
3	5/20/11	Vermont SLAUSON ETC	MARCA Smith RATTLE-BEY	EX. Director	1130 W SLAUSON AVE LA, CA 90044	(323) 753-2335	(323) 753-6710	MSBB@VSEDC. org
4	5/20/11	BUILD REHABILITATION	LEONEL FUENTES	PROG. DIRECTOR	9207 ETOW AVE CARLSWORTH, CA 91311	818 701-9800	818 701-9801	lfuentes@ Buildonstop.com
5	5/20	Century BDC	Shouai	D.D.	12347 Kenny Drive Branca Hills CA 91344	818 368- 1912	818-368- 2652	Shouai@centurybdc.com
6	5/20	VEDC	Marsel Watts	Program Manager	315 W. 9th St. LA CA 90015	213 488-3599	213 430-0652	mwatts@vedc.org
7	5/20	FAME Assistance	Martina Maffei	Program Manager	19680. Adams Blvd Los Angeles, CA 90018	(323)730-7757	323 737-5717	martina.maffei@fame.org
8	5/20	PACE	NAMUCH SOF HOM NAXA	Director	1055 W. Wilshire Blvd #1475 LA, CA 90017	(213)489- 3245	213-353- 4665	namuch@pace.org
9	5/20	LA Southwest College	Paul De La Cerda	Pris Director, Asst. Pres	1600 W Imperial Hwy LA CA 90047	(601) 313 8468	(213) 241- 5220	delacepe @lasc.edu
10	5/20	ICON CDC	Deb Helt	Director of Programs	12502 Van Ness S. St Pasadena Ca 91531	818 899 3636	818 899 3607	dhelt@ icon-cdc.org
11		managage career solutions			3533 Wilshire Blvd. Los Angeles CA, 90020			

2011 Los Angeles BusinessSource Center System RFP  
PROPOSAL RECEIPT

Log #

2011 MAY 20 4:55

4:55

Original  Y  N

# of Copies Received

Date Received \_\_\_\_\_

Time Received \_\_\_\_\_

Name of Organization Submitting Response:

Barric Planners, Inc.  
(please print clearly)

Name and Title of Person Delivering Response:

Ruben Sanchez, Program Manager  
(please print clearly)

Received by:

[Signature]  
CDD Staff Signature

Margaret S. Schmidt, CAWA  
Printed Name and Title of CDD Staff  
Community Development Department

2011 Los Angeles BusinessSource Center System RFP  
PROPOSAL RECEIPT

Log #

2011 MAY 20 P 5:01

PACE  
5:01  
LATE

Original   # of Copies Received

Date Received \_\_\_\_\_

Time Received \_\_\_\_\_

Name of Organization Submitting Response:

PACE  
(please print clearly)

Name and Title of Person Delivering Response:

Nicole Diansam  
(please print clearly)

Received by:

Margaret S. Schuck  
CDD Staff Signature

Margaret Schuck  
Printed Name and Title of CDD Staff  
Community Development Department



2011 Los Angeles BusinessSource Center System RFP  
PROPOSAL RECEIPT

Log #

MAY 20 10 5 11

PACE  
5:11  
LATE

Original  Y  N

# of Copies Received

Date Received \_\_\_\_\_

Time Received \_\_\_\_\_

Name of Organization Submitting Response:

PACE  
(please print clearly)

Name and Title of Person Delivering Response:

Nicole Diangeni  
(please print clearly)

Received by:

[Signature]  
CDD Staff Signature

Margaret Schmale  
Printed Name and Title of CDD Staff  
Community Development Department

CDD RECCOMENDATION

# CITY OF LOS ANGELES CALIFORNIA

RICHARD L. BENBOW  
GENERAL MANAGER



COMMUNITY DEVELOPMENT  
DEPARTMENT

1200 W. SEVENTH STREET  
LOS ANGELES, CA 90017

ANTONIO R. VILLARAIGOSA  
MAYOR

July 19, 2011

Frank Villalobos, President  
Barrio Planners, Incorporated  
5271 East Beverly Boulevard  
Los Angeles, CA 90022

## NOTICE TO APPLICANT: PROPOSAL SCORE AND FUNDING RECOMMENDATIONS FOR THE 2011 LOS ANGELES BUSINESSOURCE CENTER SYSTEM REQUEST FOR PROPOSALS: EAST LOS ANGELES AREA

Dear Mr. Villalobos:

Based upon the RFP review process, the Community Development Department (CDD) will not be able to recommend funding for your proposal. The proposal did not receive a score high enough to recommend funding in the East Los Angeles area.

### Proposal Review Process

The CDD received 14 proposals prior to the RFP deadline and 2 late proposals. Proposals were scored and ranked. Below are the results of the review of proposals for the area in which you applied. If you are interested in hearing a summary of the comments by the raters, please send a request to [cdd.planning@lacity.org](mailto:cdd.planning@lacity.org)

RANK	Score
Pacific Asian Consortium in Employment	100
Barrio Planners	96

**Appeals**

An applicant wanting to appeal the results of the proposal review process shall submit the appeal in writing to:

Manuel Chavez, Assistant General Manager  
Community Development Department  
1200 West 7<sup>th</sup> Street, 6<sup>th</sup> Floor  
Los Angeles, CA 90017

All letters of appeal are due and shall be hand-delivered to the CDD by 5:00 p.m. on July 26, 2011.

Written appeals may not be more than three (3) typewritten pages and shall request an appeals hearing be granted. Written appeals must include the following information:

1. The name, address, telephone number, fax number, and email address of the proposer.
2. The name of the RFP to which the organization responded.
3. The detailed statement of the grounds for appeal.

Written appeals may not include any new or additional information that was not submitted with the original proposal. Only one appeal per proposer will be permitted. All appeals and protests must be submitted within the time limits set forth in the above paragraphs.

**Appeal Hearings**

A committee of the Commission on Community and Family Services (CCFS) will preside over all appeal hearings for this RFP. Upon receipt of the written appeals that conform to the conditions stated above, the CDD will contact each appellant to schedule an in-person appeal to the committee of the CCFS. Appeal hearings will be open to the public and recorded.

The members of the CCFS committee will be provided a copy of the written appeal and any other information they request prior to the appeal hearing. Each appellant will have five (5) minutes during which they may make a verbal presentation and speak to the ad hoc CCFS appeals committee.

Based on its review of the RFP process and findings from the appeal hearings, the CCFS committee may take the following actions:

1. Validate or uphold the funding recommendations of the CDD;
2. Adopt alternate funding recommendations; or
3. Report general observations on the RFP process.

All actions taken by the CCFS will be transmitted with the CDD recommendations to the Mayor and City Council for further action. All contractor selections and funding recommendations are subject to review and approval of the Mayor and City Council.

A committee of the Commission on Community and Family Services is tentatively scheduled to hear appeals on:

Thursday, July 28, 2011 at 9:00 a.m. to 12 noon  
Community Development Department  
Garland Building  
1200 West 7<sup>th</sup> Street, 6<sup>th</sup> Floor Main Conference Room  
Los Angeles, CA 90017

Sincerely,



Manuel Chavez  
Assistant General Manager

MC:JO:JM:AM

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BPI / APPEAL LETTER

July 26, 2011

Manuel Chavez, Assistant General Manager  
City of Los Angeles  
Community Development Department  
1200 West 7<sup>th</sup> Street, 6<sup>th</sup> Floor  
Los Angeles, Ca 90017

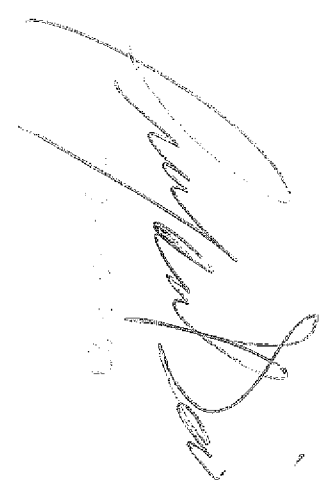
**RE: Appealing LA BusinessSource System Center RFP Results (East Los Angeles Area)**

Dear Mr. Chavez,

Please accept this letter as a formal appeal request to the LA BusinessSource System Center RFP Results for the East Los Angeles Area.

**Barrio Planners contact information:**

Barrio Planners Incorporated  
5271 E. Beverly Blvd.,  
Los Angeles, Ca 90022  
Phone Number: (323) 726-7734  
Fax Number: (323) 721-9794  
Email: [ruben@ebac-bpi.org](mailto:ruben@ebac-bpi.org)



**Name of RFP:**

LA BusinessSource System Center RFP (East Los Angeles Area)

**Detailed Statement:**

There are (2) key areas that we would like to challenge in this appeal request: #1) The Barrio Planners proposal score results (96) and #2) Requesting a review of all late RFP submittals, based on actual time stamps of the proposer's submittal receipts.

*Appeal #1) Barrio Planners Proposal Score Result of 96.*

Barrio Planners Inc (BPI) wishes to challenge your recommendation and demonstrate the score given to BPI should have been better than the 96 score which we received.

Based on the RFP Section Narrative 2 - Program Design and Approach, Barrio Planners Inc. questions the rationale in deleting (2) points by the outside graders since all the program requirements in the RFP were met as follows:

1. Detailed Information on Staffing, Program Administration, and Center Operations
2. Proposer's Administrative Capabilities

**BARRIO PLANNERS INCORPORATED**  
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**BARRIO PLANNERS INCORPORATED**  
5271 east beverly boulevard los angeles, calif. 90022 323 726 7734

3. Service Delivery Plan and Goals
4. Identified Business Services Currently Available
5. Criteria to Evaluate the Project's Effectiveness
6. Proposed Program Outcomes

Although Barrio Planners does not operate a "One Stop" Worksource Center; we have a long historical track record of working as an effective strategic partner to East/Northeast Los Angeles community organizations such as: Lincoln Heights Chamber of Commerce, Northeast Worksource Center, Metro North Worksource Center in Lincoln Heights and the Boyle Heights Chamber of Commerce in the Boyle Heights Neighborhood. Furthermore, BPI has maintained an office in Lincoln Heights. This office is centrally located for the service and convenience of northeast clientele. Lastly, we have included a staff capable of servicing English, Spanish, and Chinese speaking clientele.

Second, BPI respectfully requests that you add 2 points back to our score on Section 3 - Fiscal Operations (Narrative #3). These 2 points were deleted under the Fiscal Management section, for item #1 *No Contractor Debarment Policy* – Issue has been resolved, and item #2 *Cost Allocation Methodology* – BPI has used the same approach to cost allocation for the last 10 years, and not until 2010 did someone in the City's FMD decide our cost allocation did not meet his criteria. This issue is in the process of being resolved.

*Appeal #2) Review of Submission Logs (13 through 16) of RFP proposal submittals, and cross checked against actual time stamps of the proposer's submittal receipts.*

As mentioned in our debriefing interview meeting on Monday July 25, 2011@ 10AM, we respectfully request the review of all late RFP submittals, based on actual stamps of the Proposer's submittal receipts. We request that the submission log in's 13 through 16 be reviewed and cross checked against time stamped submittal receipts.

*Reasoning:* At the time of submitting our proposal (Barrio Planners), our *proposal receipt* was time stamped at 4:55 PM on the final day of submittal, just beating the 5:00PM deadline. Additionally, after signing the log (line #12) and receiving a Proposal Receipt, our agency did not leave the CDD offices until 5:01. However, after receiving the notice to applicant letter from CDD wherein it is stated, that we were not recommended, it is also stated that 14 proposals were received prior to the RFP deadline and there were two late proposals, which is factually untrue.

While further investigating this matter, our agency received a copy from a CDD representative of the ORIGINAL Proposal Submission Log, which clearly states proposal submittals #13, #14, #15 Councilman, Edward Reyes, First District and #16 were actually late. However, the notice of applicant states that 14 proposals were received prior to deadline and only two were late. The actual number of late proposals should read four (4).

The LA BusinessSource RFP specifically states in Section H: Deadline for Submission of Proposals, page 10 – 11 the following:

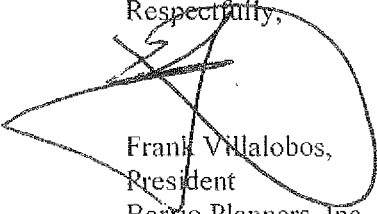
*"The person who delivers the proposal package will be issued a "Notice of Receipt of Proposal. The submitted proposal will be time and date stamped.*



*Timely submission of proposals is the sole responsibility of the applicant. All proposals submitted after the specified date and time (May 20 @ 5:00 pm) are considered late and not eligible for funding. **Late proposals will not be reviewed.** Agencies are encouraged to submit their proposals well in advance of the deadline to ensure that unforeseen circumstances do not jeopardize submission."*

Not to further belabor the issue but to underline the point, at the Pre Bid Conference the CDD representative reiterated to all attendees that the above stated notice was clear and that "any submittal would be turned away even if it was a minute late". In conclusion, we are requesting a review of all late RFP submittals, based on actual time stamps of the Proposer's submittal receipts. Furthermore, we are requesting that these two additional late proposals be disqualified based on not meeting the submission deadline. RE: Proposals: (Log #13 Pace - time stamped 5:01 & Log #15 Pace - time stamped 5:11).

Respectfully,



Frank Villalobos,  
President  
Barrio Planners, Inc.

cc. Councilman, Jose Huizar, Fourteenth District  
Councilman, Edward Reyes, First District



RICHARD L. BENBOW  
GENERAL MANAGER

**City of Los Angeles**  
CALIFORNIA



COMMUNITY DEVELOPMENT  
DEPARTMENT

1200 W. 7<sup>th</sup> STREET  
LOS ANGELES, CA 90017

ANTONIO VILLARAIGOSA  
MAYOR

DATE: July 27, 2011

TO: Marc Little, Chair  
LA BusinessSource RFP Appeals Board

FROM: Manuel Chavez, Assistant General Manager  
Planning, Research, and Evaluation Division

SUBJECT: **FUNDING RECOMMENDATIONS FOR THE 2011 LOS ANGELES  
BUSINESSOURCE CENTER SYSTEM (LABSCS) REQUEST FOR PROPOSALS  
(RFP)**

**ACTION REQUESTED**

It is requested that the Appeals Board uphold the funding recommendations of the Community Development Department (CDD).

**BACKGROUND**

On March 18, 2011 the City Council, with the concurrence of the Mayor (CF No. 10-1901) authorized the General Manager of the CDD to release a Request for Proposals (RFP) to the general public to solicit program operators for the Los Angeles BusinessSource Center System (LABSCS) for specific targeted areas: San Fernando Valley, Central West Los Angeles, East Los Angeles, South Los Angeles, and Harbor Gateway/San Pedro/Wilmington.

The proposed establishment of the LABSCS will receive a funding allocation of up to \$250,000 for each center for the first six months based on the Mayor and City Council's approval of the 37<sup>th</sup> Program Year Action Plan associated with the appropriations received from the Housing and Urban Development's Community Development Block Grant (CDBG).

Target Service Planning Area	# of Center	Funding Amount Up to
Central West	1	\$250,000
East Los Angeles	1	\$250,000
South Los Angeles	1	\$250,000
San Fernando Valley	2	\$500,000
Harbor/San Pedro/Wilmington	1	\$250,000

The goal of the LABSCS RFP is to substantially increase the availability and array of business services in Los Angeles in a cost-efficient and program effective model. Through this system small businesses will grow and remain competitive within the City of Los Angeles and will provide support for startup ventures to launch viable businesses in the City of Los Angeles. This new business assistance model will focus on the following business target populations: Pre-startups (Entrepreneurs), Startups (Microenterprise owners), Retail/Service Businesses and Small Businesses.

The Pre-startups (Entrepreneur) component will provide critical support to business start-ups and to prospective new business owners, focusing on existing small businesses and low and moderate-income clientele living in the City. The Startups (Microenterprise) component will focus on owners of businesses with few employees, and have net operating income of less than \$200,000. This focus is particularly important as the majority of the businesses within the City may be categorized as "small", and historically, many such businesses fail in the first one to two years of operation. The survival and growth of such businesses is still important to the ongoing economic vitality of the City.

The Operating Business component will focus on providing assistance to growing companies within certain targeted business sectors and on retail and service businesses that plan to establish a business or have an existing business located in commercial corridors of Los Angeles. These Operating Businesses will be able to access services suited to their particular needs. The program services will be designed to assist growing companies in the City to enhance their economic viability, increase revenues and increase operational performance. The targeted growth industry sectors included:

- Biotechnology
- Entertainment
- Healthcare
- International Trade & Logistics
- Manufacturing Value Chains
- Professional & Business Services
- Tourism

The expected outcomes of this component will be increased revenues, business expansion and job creation and retention. Services provided to the clients include, customized technical assistance specific to the industry and the particular business being assisted.

## **REQUEST FOR PROPOSALS**

Following authorization granted by the Mayor and City Council, the CDD's Planning, Research, and Evaluation Division released an RFP on April 8, 2011. An RFP bidders' conference was held on April 26, 2011 at CDD's main office. Approximately 36 representatives attended the conference. In addition to the RFP conference, technical assistance was provided by posting answers on CDD's website to questions submitted. The deadline to respond to the RFP was May 20, 2011.

**PROPOSAL REVIEW PROCESS**

The CDD received a total of sixteen proposals. Out of the sixteen proposals, two were submitted late. Two agencies submitted proposals for more than one geographic area.

1. Barrio Planners, Inc.
2. Build Rehab Inc
3. Century Business & Development Corporation
4. FAME Assistance Corp
5. Harbor College
6. Initiating Change in Our Neighborhoods
7. LA Community College
8. LA Southwest College
9. Little Tokyo Service Center
10. Managed Career Solutions Inc (applied for two areas)
11. Pacific Asian Consortium in Employment (applied for three areas)
12. Valley Economic Development Center
13. Vermont Slauson Economic Development Corporation

A total of five teams consisting of two to three experts from private and public economic development and financial institutions, reviewed the proposals. Each team was assigned to review a specific geographic area. The raters participated in an orientation meeting to provide an overview of the RFP where they review the criteria for scoring, discussed, and signed the Conflict of Interest / Non-Disclosure Statement. The teams reviewed and evaluated the proposals based upon the criteria established in the RFP and utilized a RFP rating tool provided by CDD. Each rater scored the proposals individually and later discussed their individual scores with the rest of team to collectively arrive at a consensus for the final score.

All proposals were pre-screened to assess if the agencies met the minimum eligibility requirements as listed in the RFP checklist. The pre-screening assessment revealed that all agencies met the minimum eligibility requirements.

The proposals were reviewed, scored, and ranked according to the following categories.

EVALUATION CRITERIA	POINTS
<u>Demonstrated Ability</u> <ul style="list-style-type: none"> <li>• This includes history of demonstrated effectiveness</li> <li>• Operating experience, past outcomes and customer satisfaction</li> </ul>	20
<u>Program Design and Approach</u> <ul style="list-style-type: none"> <li>• This includes staffing, program administration and center operation</li> <li>• Proposer's administrative capabilities</li> <li>• Service delivery plan and goals</li> <li>• Business services available</li> <li>• Project evaluation</li> </ul>	55
<u>Fiscal Operations</u> <ul style="list-style-type: none"> <li>• This includes resource allocation and development</li> <li>• Fiscal management and requirements</li> </ul>	25
<b>TOTAL</b>	<b>100</b>

## RELEASE OF FUNDING RECOMMENDATIONS

On July 19, 2011, applicants were notified of their RFP results and funding status. The notification letter indicated the RFP scores for all the agencies competing for the same geographic area, the appeals process, and an opportunity to hear raters' comments. Subsequently, the CDD met with the following agencies that requested to hear the raters' comments:

- Barrio Planners
- Little Tokyo Service Center
- FAME Assistance Corporation
- Build Rehabilitation Industries
- LA Southwest College
- Managed Career Solutions

Letters of appeal were due on July 26, 2011. Consequently, the Department received appeals from the following agencies. Their corresponding appeal letters, are attached.

1. Century Business and Development Corporation
2. Barrio Planners Incorporated
3. FAME Assistance Corporation

## APPEALS BOARD ACTION

All actions taken by the Commission for Community and Family Services (CCFS) will be transmitted with the CDD recommendations to the Mayor and City Council for further consideration. All contractor selections and funding recommendations are subject to review and approval of the Mayor and City Council.

If you have any questions or need further information, I can be reached at (213) 744-7398 or via email at [Manuel.Chavez@lacity.org](mailto:Manuel.Chavez@lacity.org).

MC:JRM:

Attachments: LABSC Funding Recommendations  
CDD Response to Appellants  
Century Business and Development Corporation Appeal letter  
Barrio Planners Incorporated Appeal letter  
FAME Assistance Corporation Appeal letter

*Community Development Department  
Los Angeles BusinessSource Center System  
Funding Recommendations*

A		B	C	D
CONTRACTORS	Geographic Area	Proposal Score	Funding Amount Requested	CDD Funding Recommendation Up To
Pacific Asian Consortium in Employment (PACE)	Central West	98.00	\$ 250,000	\$ 250,000
Little Tokyo Service Center Community Development Corp.	Central West	92.00	\$ 250,000	\$ -
Century Business & Development Ctr.	Central West	50.00	\$ 250,000	\$ -
Managed Career Planners, Inc.	Central West	Disqualified*	\$ 250,000	\$ -
Los Angeles City College	Central West	Disqualified*	\$ 250,000	\$ -
Pacific Asian Consortium in Employment (PACE)	East	100.00	\$ 250,000	\$ 250,000
Barrio Planners, Inc.	East	96.00	\$ 250,000	\$ -
Vermont Slauson Local Development Corporation	South	94.00	\$ 250,000	\$ 250,000
FAME Assistance Corp.	South	91.00	\$ 250,000	\$ -
Los Angeles Southwest College	South	76.00	\$ 250,000	\$ -
Managed Career Solutions, Inc.	Harbor	95.00	\$ 250,000	\$ 250,000
Pacific Asian Consortium in Employment (PACE)	Harbor	89.00	\$ 250,000	\$ -
Los Angeles Harbor College	Harbor	67.00	\$ 250,000	\$ -
ICON, Inc.	North Valley	87.00	\$ 250,000	\$ 250,000
Valley Economic Development Center	South Valley	87.00	\$ 250,000	\$ 250,000
Build Rehabilitation Industries	Valley	72.00	\$ 250,000	\$ -

\*Proposal received after deadline.

**2011 LOS ANGELES BUSINESSOURCE SYSTEM  
REQUEST FOR PROPOSALS (RFP)  
RESPONSE TO AGENCY APPEALS**

APPELLANT	AREA to Provide Service	RFP SCORE	BASIS OF APPEAL	CDD RESPONSE
Century Business & Development Corporation	Central West	50	<p>Appealing based upon the procurement process:</p> <ol style="list-style-type: none"> <li>1) The lack of uniformity of the scoring process;</li> <li>2) The application of the rating tool; and</li> <li>3) The difficulty of any applicant scoring 50 or below while the majority of the scores throughout the system were in the 90s, with the exception, we understand, of the community college, Southwest and Harbor and CBDC.</li> </ol>	<p>There were 5 teams of RFP raters. Each team was assigned to review a specific geographic area. All raters utilized the same scoring sheet. The procurement process was applied equally. Appellant's comparison of their score with FAME is unsubstantiated because FAME applied under the South region, which was reviewed by a different team. <b>The Department recommends that the appeal be denied.</b></p>
FAME Assistance Corporation	South	91	<ol style="list-style-type: none"> <li>1) Failure of raters to follow CDD reviewer recommendations and insufficient CDD process to secure important reviewer comments.</li> <li>2) Raters overlooked attached "Fiscal Procedures". Raters withheld points based upon non-required attachment – Cost Allocation Plan. Consequently, asking that the RFP be re-evaluated.</li> </ol>	<p>CDD secured all rater sheets including rater comments. CDD concurs that the Fiscal Procedures document was submitted. Per Appellant's request, CDD reviewed the document. Based on the review, the one page fiscal procedures document was not complete, lacks details and overall not comprehensive versus the 10-page accounting and fiscal procedures manual submitted by the highest scoring agency. In regards to the Cost Allocation Plan, the highest scoring agency also did not receive points for the missing Cost Allocation Plan. <b>The Department recommends that the appeal be denied.</b></p>
Barrio Planners Incorporated	East	96	<ol style="list-style-type: none"> <li>1) Overall RFP score. Questions the rationale in deleting two points by the outside graders since all the program requirements were met under RFP Section Narrative 2 – Program Design and Approach. Further, requesting adding two points under the Fiscal Management Section.</li> <li>2) Review of Submission Logs (13-16) of RFP proposal submittals and cross-checked against actual time stamps of the proposer's submittal receipts.</li> </ol>	<p>CDD supports the raters score. Fiscal issues remain outstanding; therefore request of adding two points under Fiscal Management is not substantiated. RFP receipt that showed 5:01 pm was accepted by the Department since the agency representative was in the building by 5:00 pm. <b>The Department recommends that the appeal denied.</b></p>